

SYSTEM AND METHOD FOR FACILITATING
GLOBAL ELECTRONIC COMMERCE TRANSACTIONS

ABSTRACT OF THE DISCLOSURE

A global content directory (42) includes a directory structure (44) that includes a plurality of product classes organized in a hierarchy. Each product class categorizes a plurality of products and defines one or more attributes of the products categorized in the product class. The directory (42) also includes one or more pointers that are associated with each product class. Each pointer identifies a seller database (32) in which product data enabling a product transaction is stored for products that are associated with the product class. The directory (42) also includes a search interface (45) that communicates, in response to a selection of a product class by a user (20) of the global content directory (42), a search query for product data to one or more seller databases (32) identified by the one or more pointers associated with the selected product class.